

Message Text

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ORIGIN AGR-08

INFO OCT-01 ARA-06 ISO-00 EB-07 COME-00 /022 R

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DRAFTED BY: FAS/ITP:TOD:JSTARKEY:ELH

APPROVED BY: EB/OF/FPD:MPBOERNER

FAS:FCS:GSINDELAR - AGRIC

FAS:AO:NPETTIPAW - AGRIC

JMAISTO/ARA/LA/NC-STATE

AGRIC:ERBEVIS

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R 272209Z MAY 75

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

INFO AMEMBASSY MEXICO

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E.O. 11652: N/A

TAGS: ETRD CO

SUBJ: MEETING OF COLOMBIAN AND U.S. FLOWER GROUPS

REF: A) BOGOTA 4475 B) MAISTO-SINN TELECON 5/15/75

1. AS INDICATED REF TELECON REPRESENTATIVES OF U.S. AND COLOMBIAN CUT FLOWER INDUSTRIES HAVE BEEN IN CONTACT REGARDING A PROPOSED MEETING TO DISCUSS COMMON INDUSTRY PROBLEM. WE UNDERSTAND THAT THEY HAVE NOW AGREED TO MEET JUNE 16 IN MEXICO CITY.

2. FOLLOWING IS AGENDA PROPOSED FOR MEETING.

A. REVIEW OF EXISTING MARKETING PROCEDURE AND SELLING PRACTICES.

B. SEASONAL RATE OF FLOW CHARACTERISTICS

C. GRADES AND STANDARDS.

D. TRADE PROMOTION AND U.S. TRADE ASSOCIATION REPRESENTATION

E. NON-TRADITIONAL DISTRIBUTION CHANNELS/MASS MARKETING

F. FUTURE WORKING COMMITTEE.

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3. U.S. GROUP HAS REQUESTED ATTENDANCE OF USDA OFFICIALS TO HELP ENSURE THAT THE DISCUSSIONS PROCEED ALONG LINES OF SUGGESTED AGENDA AND DO NOT INVOLVE TOPICS WHICH COULD BE SUBJECT TO ANTI-TRUST ACTION (I.E., AGREEMENTS TO RESTRAIN TRADE OR SHARE THE MARKET). WE HAVE SUGGESTED GOC OFFICIALS ALSO PARTICIPATE AND SEE REF A THAT COLOMBIAN GROWERS HAVE BEEN IN CONTACT WITH GOC OFFICIALS IN THIS REGARD. IT IS OUR UNDERSTANDING THAT INDUSTRY REPRESENTATION WILL CONSIST OF FIVE MEMBERS FROM EACH SIDE.

4. WE BELIEVE THAT A MEETING OF THESE TWO GROUPS COULD PROVE USEFUL TO THE EXTENT IT RESULTED IN GREATER UNDERSTANDING OF EACH SIDES PROBLEMS AND/OR IN JOINT PROMOTIONAL EFFORTS TO INCREASE MARKET DEMAND FOR FLOWERS. USDA OFFICIALS ARE NOW PLANNING TO PARTICIPATE (MAINLY AS OBSERVERS) AND WE RECOMMEND THAT EMBASSY ALSO ENCOURAGE GOC OFFICIALS TO ATTEND. WE WOULD FURTHER WELCOME AND APPRECIATE ANY EMBASSY COMMENTS OR SUGGESTIONS ON THE MEETING.

5. FOR MEXICO, WE WOULD APPRECIATE YOUR GUIDANCE RE THE ADVISABILITY OF NOTIFYING THE GOM INFORMALLY ABOUT INDUSTRY PLANS TO HOLD THIS MEETING WITH POSSIBLE U.S. AND GOC PARTICIPATION IN MEXICO CITY AND ANY LIKELY REACTION. THERE IS NO DESIRE ON THE PART OF EITHER GROUP TO INCLUDE MEXICAN REPRESENTATIVES IN THE MEETING AND ANY PRESSURE FROM GOM IN THIS REGARD WOULD ALMOST SURELY RESULT IN RELOCATION OF THE MEETING SITE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BUSINESSMEN, AGRIBUSINESS, MEETING AGENDA, MEETINGS, PLANTS (FLORA)
Control Number: n/a
Copy: SINGLE
Draft Date: 27 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE122959
Document Source: CORE
Document Unique ID: 00
Drafter: FAS/ITP:TOD:JSTARKEY:ELH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750185-0800
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750516/aaaaanwj.tel
Line Count: 88
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN AGR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 BOGOTA 4475, 75 MAISTO-SINN, 75 TELECON 5/15/75
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 05 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 SEP 2003 by ShawDG>; APPROVED <17 NOV 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MEETING OF COLOMBIAN AND U.S. FLOWER GROUPS
TAGS: ETRD, BTRA, CO, US
To: BOGOTA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006